

PURCHASE INTEREST vs. STRENGTH OF MENTHOL

PLAYERS KINGS N=224			
	Too Much Menthol	Right Amount Of Menthol	Not Enough Menthol
N =	45=20% %	138=62% %	41=18% %
<u>Positive Intent</u>	15	74	46
Definitely buy them	2	38	7
Probably buy them	13	36	39
Might Or Might Buy Them	27	17	14
<u>Negative Intent</u>	58	9	40
Probably not buy them	31	7	20
Definitely not buy them	27	2	20

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